



CALPEEK

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CALPEEK's ETCETERA: POLITICAL SHORT TAKES.

Editor's note: CALPEEK has been running this column under the headline of "Dogs Days of Summer." But summer is just about over, so CALPEEK will continue this column with the new "Etcetera" headline...

- **FINALLY, CALIF. HAS A BUDGET** - Next week CALPEEK will deal with budget crisis heroes/heroines, villains & losers. But many Demo lawmakers have already decided who the villain is. Some Demos are now calling the Wilson Admin. "The Evil Empire" because of the draconian cuts to schools...

- **NOTES FROM THE CONVENTION** - The GOP convention in Houston has been over for two weeks, but PRO-Choice Republicans are still recuperating from the bashing they took in Texas. However, CALPEEK sources say PRO-Choicers have only themselves to blame because they were poorly organized, didn't have solid leadership and didn't know how to use the convention rules to battle the anti-abortion plank in the GOP platform. FYI: Favorite hardliner button seen at the GOP convention - "Dan's Right. Murphy's a Tramp."...

- **NO BIG TENT FOR CALIF. GOP** - The CA Republican Party's upcoming Sept. 18-20 convention at the LAX Marriott Hotel might be hotter than expected. REASON: On Aug. 29, CRP Platform Committee members voted 2-1 for a plank that OPPOSES abortion. The cmt. vote must be okayed at the CRP convention, so it's not a done deal yet, but hard-line conservatives CONTROL the party and probably have the votes to ratify. FYI: In 1990, the CRP's platform contained NO plank (pro or con) about abortion. GOP Pro-Choice forces urged platform committee members to stick with the BIG TENT approach, but that didn't sell...

- **PADBERG VS. DORNAN** - Orange Co. GOP

political consultant Eileen Padberg scored a TKO when arch-enemy U.S. Rep. Bob Dornan (R-Orange Co.) was a NO-SHOW at Padberg's State Senate Rules Cmt. confirmation hearing Aug. 26. Despite Dornan's opposition, Padberg won a 5-0 Rules Cmt. vote to be a member of the Calif. Comm. on the Status of Women...

- **READING FILE** - SOS March Fong Eu has just published a report listing the total costs associated with 7 initiatives that will be on the November 1992 ballot. And while the State may be locked in a deep recession, CAMPAIGN MANAGEMENT as a profession is VERY HEALTHY. The most expensive qualification award goes to Gov. Pete Wilson's Welfare & Budget Reform measure. The cost to qualify Prop. 165 was nearly \$1.6 million. Stay tuned...

CAMPAIGN '92: UPDATE ON KEY NOV. 3 RACES.

Editor's note: This week marks the official start of the fall election cycle. Here is CALPEEK's update & analysis of some key HOUSE races...

- **6th C.D.** - According to several news media accounts, prospects for Assemblyman Bill Filante's complete recovery following surgery for the removal of a cancerous brain tumor are NOT encouraging. An L.A. Times story about the GOP lawmaker's illness compared Filante to Lee Atwater, the late campaign manager and RNC chair who died of brain cancer. Filante continues to recuperate, but there's no word as to when or if he will resume active campaigning...

...Meanwhile, Filante's Demo opponent, Petaluma Councilwoman Lynn Woolsey, has resumed campaigning and insists she is not running AGAINST Filante, but FOR the people in the 6th C.D. Where does Woolsey stand in the

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polls? Although the campaign WON'T release survey data, Belden & Russanello did a poll for Woolsey PRIOR to Filante's surgery. CALPEEK's best guess is that this poll probably showed Filante ahead, based primarily on name ID, but with Woolsey not all that far behind. But given the nature of Filante's illness, many sources now rate Woolsey a favorite to win in November. The Santa Rosa Press Democrat is supposed to do a poll in the next week or so...

- 4th C.D. - Could U.S. Rep. John Doolittle(R-Roseville) be in political hot water? Perhaps. Not only will Doolittle again face tough Demo opponent Patricia Malberg, but he must also face his primary rival, 56-year-old former homicide detective Don Brooksher, who recently launched a WRITE-IN campaign. Brooksher got 29% in the GOP primary, but thinks he would have done better had he not been forced to cut short his campaign due to a family illness, which has now been successfully resolved. This won't be a pretty campaign, because Brooksher doesn't like Doolittle one bit. In news stories, the PRO-Choice Brooksher has branded Doolittle as "a career carpet-bagging smear artist" and has called the lawmaker a "cockroach."...

...How does Malberg feel about Brooksher's candidacy? Malberg has to be delighted with this write-in effort, even though she is downplaying the importance it could have. In 1990, she lost to Doolittle by about 8,000 votes — 128,039 to 120,742. Voter registration shows 45.63% GOP vs. 42.93% Demo, meaning the 4th C.D. is solid GOP turf. OUTLOOK: Brooksher's write-in candidacy could impact the outcome of this battle because it splits the GOP base. The key thing to watch is how much MONEY flows into the Brooksher warchest. It takes lots of money to run a good write-in...

- 19th C.D. - This is the new C.D. in the Fresno area that will be contested ground between incumbent Demo U.S. Rep. Richard Lehman and businessman Tal Cloud, who squeaked out a close primary win over conservative George Radanovich and 2 other GOPers. Cloud got 32% to Radanovich's 31%. Lehman too had a contested primary, but mashed Curtis Youngs by a 76% to 24% margin. What makes this race interesting is that for the first time in years, Lehman

will have a tough fight on his hands because Demo registration is under 50%. In addition, he had 10 overdrafts at the House bank. In 1990, Lehman didn't have a GOP opponent...

...Here's what Cloud has going for him. The NRCC has targeted this race, for now, meaning that resources may soon flow into Cloud's campaign. He's PRO-Choice, so GOP women aren't likely to defect. On the other hand, conservatives might boycott the contest because Cloud isn't afraid to speak his mind — telling CALPEEK, "You can't eat on family values." And he wasn't pleased when informed that the CRP's platform committee adopted an anti-abortion plank for 1992 platform. BOTTOMLINE: CALPEEK gives a very slight edge to Lehman for now, but keep your eyes on this race because it could be close, especially if Cloud gets a break on fundraising...

- 36th C.D. - Although it is somewhat old news in L.A., GOP primary winner Joan Flores(R) wrote letters to all of her primary rivals, asking for their endorsement. Opponent Maureen Reagan responded with a blistering 5-page letter, with all sorts of demands, including a demand that Flores repudiate her consultant Allan Hoffenblum. To say that Maureen is bitter is an understatement. The Flores campaign will move ahead without Maureen's blessing. FYI: Sources tell CALPEEK that some of Maureen's backers are now promising help to Demo Jane Harman. We'll have to see if anything substantial happens. At this point, CALPEEK continues to rate Flores as the favorite on Nov. 3...

- 3rd C.D. - This is the West Sacto/Yolo C.D. territory where U.S. Rep. Vic Fazio, a member of the House Demo leadership, will wage WW III with former State Sen. H.L. "Bill" Richardson, one of CA's best known hardline conservatives. Preliminary fire fights haven't caused much damage, but CALPEEK sources feel this race will go NUCLEAR very soon. A new poll released by the Richardson campaign shows Fazio with a slim 39% to 35% lead. The small sample size of 300 registered voters has a margin of error of +/- 5.6%. The poll was taken between Aug. 28-31. No POWs in this battle...

- 11th C.D. - This is the OPEN Sacto-San Joaquin Co. C.D. where conservative Tracy

Councilman Richard Pombo is waging an uphill, but very aggressive fight against Demo Patricia Garamendi. In the latest exchange, one of Garamendi's Demo primary opponents, Michael Garey, re-registered as a Republican and endorsed Pombo. Garey finished 3rd in the primary with 9%, while Garamendi won with 64%. What do Pombo and Garey have in common? Both are strong PRO-Life supporters and both are anti-GAY. FYI: Want to see the Dick & Patti Debate Show? Mark your calendar for 11:30 a.m., Oct. 1 in Stockton, sponsored by Delta College and the local chapter of the LWV...

• 25th C.D. - This is the new northern L.A. Co. district that should go to GOP nominee Buck McKeon in November. It's got a heavy Republican registration advantage. HOWEVER, Perot supporter Rick Pamplin has qualified as an independent. Volunteers turned in more than 12,000 voter signatures to get him a spot on the ballot. McKeon is still a heavy favorite to win, but CALPEEK will keep an eye on this race to see if Pamplin can raise any money. Stay tuned...

U.S. SENATE DEBATES: WILL THEY TAKE PLACE?

Editor's note: There's a saying often repeated by a well-known GOP consultant which states: "The only people who care about DEBATES are candidates who are behind in the polls and the League of Women Voters." Whatever the case, it appears that Demo Dianne Feinstein is dragging her heels when it comes to setting up a series of face-to-face exchanges with appointed GOP U.S. Sen. John Seymour. But Demo U.S. Rep. Barbara Boxer has agreed to a series of "exchanges" with her GOP opponent, Bruce Herschensohn. Notice, CALPEEK is being very careful in what we call these events. Here is our update & analysis...

...Herschensohn is trailing in the polls and really needs massive FREE MEDIA exposure if he is to have any chance of catching Boxer. Boxer, with little name ID in So. Calif. in the early days of the primary, was anxious to debate LG Leo McCarthy and U.S. Rep. Mel Levine. But with the primary behind her, the question her campaign has to ask is this: why should Boxer give Herschensohn what he wants most of all: a platform to get loads of free media by doing what Bruce does best: DEBATE...

...But Boxer can't afford to completely duck Herschensohn, so as of Aug. 20 she agreed to a series of exchanges. The headline on Boxer's news release said, "Boxer Announces Four Senate Debates." Herschensohn's consultant, Ken Khachigian, went on the attack, claiming these exchanges were at best nothing but joint appearances. CALPEEK checked the formats with all 4 sponsors and here are our conclusions:

• Sept. 10 - Sr. Action Network in S.F. is NOT even a joint appearance. All 4 U.S. Senate candidates speak separately...

• Sept. 12 - LWV in Long Beach is very close to a true debate format, with opening and closing statements, response to the same set of questions and rebuttals...

• Sept. 21 - Women Vote '92 in S.F. is close in format to the LWV event, but there is no rebuttal time...

• Oct. 14 - American Assn. of Retired Persons(AARP) in Manhattan Beach is very similar to the LWV format of Sept. 12 and Boxer and BH can ask each other questions. Century Cable's Bill Rosendahl will moderate and this "exchange" will be shown on Century Cable as well as on the Calif. Channel...

...So are these face-to-face events true DEBATES? Not like Lincoln & Douglas, but by today's standards, 3 of the 4 fit the bill. Why is Boxer reculant to face BH more than 3 times? When it comes to SUBSTANCE, Boxer's views are generally more in line with CA voters. But when it comes to STYLE, CALPEEK gives Herschensohn a decided edge. And in a debate/exchange situation, style sometimes means more. This is why Boxer WON'T bend to Herschensohn's request for WEEKLY debates. Bottomline: the Herschensohn spin that Boxer won't debate doesn't hold up. Stay tuned...

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PROP. 164: OPPOSITION PICKS BRAUN-KETCHUM.

Members of the CA congressional delegation who are OPPOSED to Prop. 164, the congressional TERM LIMITS proposal on the Nov. 3 ballot, have selected Braun-Ketchum PR to run the NO on 164 campaign. It's the first time since 1984 that Braun has managed a Statewide initiative campaign, although before that time the firm was one of the top managers in the field. In 1984, Braun managed the NO on 41 campaign against Assemblyman Ross Johnson's welfare initiative and beat Prop. 41 by a 2-to-1 margin...

...Braun's political guru Doug Jeffe will be in charge. By this time next week the NO on 164 campaign should have an official committee name, perhaps some chairpersons and a treasurer...

...In terms of strategy, sources say the NO effort will not take aim at the general concept of TERM LIMITS, but rather at the specific proposal drafted by Anita Anderson of S.F. The object will be to convince voters that if 164 is approved, Calif. as a State will have little or no voice in congress despite having the largest delegation; and thus 164 amounts to what one source called, "unilateral disarmament."...

L.A. MAYOR'S RACE: MOLINA AND WOO LEAD IN RECENT POLL; BRADLEY IN 3rd. WILL HE RUN??

Editor's note: KCBS-TV recently released a poll on the upcoming 1993 L.A. Mayor's race. It was taken in mid August, sample size 500 registered voters. Berkeley-based Evans McDonough conducted the survey. Here are the results with CALPEEK's analysis...

...Actually, UNDECIDED leads the pack with 19%. But after that comes L.A. Co. Sup. Gloria Molina and L.A. Councilman Michael Woo, both at 15%; followed by L.A. Mayor Tom Bradley at 11%; Councilmembers Zev Yaroslavsky at 10%, Nate Holden at 7% and Joel Wachs at 6%. L.A. attorney Richard Riordan scores 3%, while Valley Assemblyman Richard Katz(D) and L.A. Councilwoman Joy Picus both hit 2%. In this first set of numbers, businessman Nick Patsaouras did not register...

...When Bradley is REMOVED from the poll the results show Woo on top with 18%, Molina at 16%, Yaroslavsky scores 11% and

Holden jumps to 10%. Riordan doesn't move, but Katz, Picus, Wachs and Patsaouras move up a point. UNDECIDED jumps to 23%...

...The polling also contains some interesting name ID data and image ratings. Bradley has nearly 100% name ID, but his favorable to unfavorable ratio is in the dumps. 43% give him favorable marks, but 53% on rate him UNFAVORABLE. The best favorable to unfavorable ratio is scored by Molina, with 55% favorable to 13% unfavorable. Woo has a 49% favorable to 26% unfavorable ratio...

...As for whether Bradley will run for a 6th term --- why would he give his press secretary, Bill Chandler, permission to work for Dianne Feinstein from now until Nov. 3rd IF he was planning another campaign? So the speculation now is that Bradley may NOT run. That's what insiders are telling CALPEEK, but we think it's just best to wait until Bradley makes his announcement later this month. Stay tuned...

NEW JOBS, ADDRESSES AND PERSONNEL NOTES.

Editor's note: Here are some items to mark down in your notebook...

- The new publisher of the Daily Record in Ellensburg, WA is Keith Love, former L.A. Times political reporter who has been working for McClatchy Newspapers for the past 2 years. McClatchy just purchased this small daily, which is located in central Washington --- Big Foot country...

- Goddard-Claussen Campaigns has beefed up its staff to work on the NO on 166 campaign - CMA's health insurance measure. Under the banner of Consumer Health Insurance Coalition, new staff includes Maureen McCarthy (press secretary); Rita Craig (a sr. media buyer); and Pamela Keeler (grass-roots coordinator). Official spokesperson for CHIC is Joy Howell, while Pam Greenwalt is the media director...

- Carolyn L. Green has been sworn in as a board member of the MWD. She takes over from Vernon Watkins who moved to D.C...

- Lobbyist Jack C. Crose moves office to 1130 "K" St., Ste. 270, Sacto 95814. Phone is (916)441-5818...

- PR exec. Carl Terzian has been elected president of the L.A. Fire Commission...